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STATE FOR WHA/CAN AND EEB/EPPD NSMITH-NISSLEY

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TAGS: [ECON](#) [BEXP](#) [EINV](#) [ETRD](#) [ELAB](#) [KSEP](#) [SENV](#) [AMGT](#)

SUBJECT: TURNING THE GREAT WHITE NORTH GREEN: GE CANADA'S  
NOMINATION FOR SECRETARY'S AWARD FOR CORPORATE EXCELLENCE

REF: STATE 47222

1. (U) Summary: General Electric (GE) Canada is a model of corporate excellence. While GE Canada's performance in all eight criteria for the Secretary's Award for Corporate Excellence (ACE) is impressive, GE Canada's work in environmental stewardship, corporate citizenship, and legal compliance is particularly noteworthy and makes GE Canada a strong candidate for the ACE in the multinational category. End Summary.

GE Canada - An Environmental Leader

2. (U) Two years ago, GE launched "Ecomagination" - a worldwide campaign designed to use ecologically sound products and services to drive business growth. The following examples show how GE Canada is helping to meet GE's global targets to grow R&D in cleaner technologies:

- GE Motors in Peterborough, Ontario produces high performance traction motors for the GE Evolution series locomotives. Compared to locomotives built 20 years ago, many of which are still in use, these engines produce 83% fewer particulates and 60% fewer nitrogen oxide emissions, while delivering higher fuel efficiency and as much as 10% lower lifecycle costs to customers. Canada's CN and CP Rail both use GE's environmentally advanced locomotives.
- The Halton, Ontario Landfill Gas Project produces 17,000 MWh/year from methane gas and reduces greenhouse gas emissions. This project is made possible by using 2 GE Jenbacher engines.
- GE Energy Financial Services is investing C\$112 million in the construction of a run-of-river hydroelectric project in British Columbia. The project will help ensure that British Columbia continues to generate at least 90% of its energy from clean or renewable sources, will produce enough electricity annually to power an estimate 75,000 houses and will avoid the production of more than 455,000 metric tons of greenhouse gas emissions.
- GE is installing a Leadership in Energy and Environmental Design (LEED) certified Zenon membrane system to treat waste-water at the Olympic Broadcast building in Vancouver. Water treated by this membrane system will be recycled for re-use.

3. (U) In short, GE is showing that responsible environmental stewardship is not just good for the planet but also good for the bottom line. GE Canada Executives frequently speak on advancing responsible environmental management and business practices in leading Canadian public policy discussions such as sessions organized by the CD Howe Institute, the Prime Minister's Roundtable on the Environment and Economy, and the Canadian Council of Chief Executives.

GE Canada - A Model for Compliance

¶4. (U) In the "Financial Times" annual World's Most Respected Companies List, GE is ranked first for Corporate Governance. All GE employees read and sign GE's "Spirit and the Letter" internal governance document, which covers expectations for integrity, code of conduct, personal commitment, business policies and procedures, how to raise concerns, penalties for violations, working with customers and suppliers, government business, competing globally, and applicable laws. The internal governance document is supported by on-line training.

GE Canada - Solid Corporate Citizenship  
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¶5. (U) In addition to investing more than \$50 million annually in philanthropic initiatives around the world, GE also encourages employees to volunteer their time for charitable causes. For example:  
Qcharitable causes. For example:

- GE Canada is a cornerstone partner with Actua - a Canadian organization that offers science and technology programs to 225,000 young people each year through camp and in-school learning. Targeted groups include inner city children and young women, and 10,000 of the youth reached are aboriginal.

- GE Canada Mississauga won the United Way's Outstanding Corporate Campaign Award in 2006 for its participation in raising funds for the United Way.

- GE Canada's Day of Empowerment supports women's shelters in Peel, Ontario providing instruction for women who are victims of abuse on applying for jobs, managing finances, fitness, nutrition, and health.

Visit our shared North American Partnership blog (Canada & Mexico) at <http://www.intelink.gov/communities/state/nap>

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